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SiPort Takes Market Lead in HD Radio™ IC Shipments to the Consumer Products Market

Sales of SP1010 Digital Terrestrial Broadcast Receiver Surge,
Positioning Company for Future Market Growth and Leadership

SANTA CLARA, Calif. – October 21, 2009 –SiPort Inc. announced it has become the world's leading supplier of integrated circuits to the consumer electronics and portable HD Radio markets,

“We at SiPort are proud of the fact that we are now shipping more HD Radio ICs than any other chip provider,” said Aiman Kabakibo, SiPort CEO. “Our market success is due to our groundbreaking SP1010 Digital Terrestrial Broadcast Receiver. Introduced in Q1 2009, this product has been designed into a growing number of portable systems – most notably, the recently introduced and highly anticipated Microsoft Zune HD.”

The SP1010 from SiPort is uniquely qualified to lead the industry in bringing HD Radio capability to a number of portable categories, including MP3 players, and personal navigation systems. End users are now able to experience the full power of digital radio on their handheld entertainment devices, with minimal power drain on batteries. Additionally, the SP1010 has the smallest footprint in the industry, which enables the addition of HD Radio technology to existing consumer products with minimal size impact.

The SP1010 Digital Terrestrial Broadcast Receiver is the world’s first single CMOS HD Radio receiver. For the first time a CMOS RF tuner and digital baseband are integrated into a single monolithic die. The SP1010 delivers automotive class performance at unprecedented sub 100 mW power enabling more than 20 hours/charge on a portable device.

The SP1010 has achieved a comparable breakthrough in terms of size. It is the only single package implementation available on the market. And, because it measures 9 by 9 mm – the smallest on the market -- it is ideally suited for small, portable end-user products. It is also the lowest priced HD Radio broadcast receiver chip in the industry. As a result, the SP1010 is uniquely capable at delivering excellent performance at the low price needed to receive digital audio and digital data services on a variety of portable devices.

"iBiquity congratulates SiPort on its success," says Jeff Jury, COO of iBiquity Digital Corp., the developer of HD Radio technology. "SiPort and iBiquity have worked in close partnership since 2005 to bring HD Radio capability to mobile platforms. The SP1010, with its low power requirements and small size will speed the adoption of HD Radio technology into mobile devices. SiPort's technology will enable more consumers to enjoy the additional content, digital sound and rich user experience offered by HD Radio technology."

"Our goal is to accelerate the adoption of HD Radio technology," adds Kabakibo. "Our innovative silicon products provide a seamless and easy upgrade path from analog to digital radio across a wide range of high volume consumer devices."

About SiPort:

SiPort is a venture backed fabless semiconductor company developing mixed signal RF and digital baseband wireless receiver chips supporting multiple Digital Broadcast Standards. SiPort's innovations in algorithms, architecture, and design are the foundation for breakthrough solutions that enable the delivery of mobile broadcast audio and data services on Personal Navigation Devices (PNDs), automotive navigation systems, Personal Media Players (PMPs) and other consumer electronics platforms.

The SiPort team has an enviable track record of designing complex RF and mixed-signal circuits that leapfrog current performance metrics and deliver the best broadcast performance per milliWatt. The team is focused on enabling universal delivery of mobile digital broadcast media to all handheld media platforms at attractive price points and form factors.

SiPort's SP1010, Digital Terrestrial Broadcast Receiver provides the lowest power and smallest size solution at the lowest cost in the HD Radio industry. It is the only IC in digital radio that supports HD and DAB+/DMB digital radio standards. It is also the only chip that supports all industry data service standards, including RDS-TMC and HD-TMC, HD Data Services, and TPEG.

SiPort is privately held and venture funded. Its investors are [Intel Capital](#), [LightSpeed Ventures](#), [Morgenthaler Ventures](#), and [New Venture Partners](#).

[About HD Radio Technology](#)

HD Radio technology enables broadcasters to offer new FM channels through multicasting, crystal-clear sound and data services on both the AM and FM bands – all free, with no

subscription fee. Leading broadcasters, consumer electronics manufacturers, automakers and retailers are committed to HD Radio technology. For more information, please visit <http://www.hdradio.com> and <http://www.ibiquity.com>. HD Radio™ is a proprietary trademark of iBiquity Digital Corporation.

For more information about the company and its products please visit www.siport.com

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